



U.S. Army 2005 MWR Leisure Needs Survey Results

**Fort Huachuca
Arizona**

BRIEFING OUTLINE

Fort Huachuca

▮ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

▮ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

▮ **NEXT STEPS**

PROJECT OVERVIEW

Fort Huachuca

MWR STRATEGIC BUSINESS PLANNING MODEL



METHODOLOGY

Fort Huachuca

PROJECT SCOPE

- 92 sites were surveyed in 2005
 - Northeast (21 sites)
 - Northwest (10 sites)
 - Southeast (13 sites)
 - Southwest (14 sites)
 - Europe (20 sites)
 - Korea (9 sites)
 - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
 - Active Duty Soldiers
 - Spouses of Active Duty Soldiers (CONUS only)
 - DA Civilians
 - Retirees (CONUS only)
- 4,530 surveys were distributed at Fort Huachuca



SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

▮ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

METHODOLOGY

Fort Huachuca

□ SURVEY SAMPLE

- Four population segments
 - Active Duty
 - Civilian Employees
 - Spouses of Active Duty (CONUS only)
 - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate *</u>	<u>Confidence Interval **</u>
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
Ft. Huachuca:					
Active Duty	5,694	1,203	292	24.27%	±5.59%
Spouses of Active Duty	2,443	1,355	160	11.81%	±7.49%
Civilian Employees	6,112	850	203	23.88%	±6.76%
Retirees	3,644	1,122	368	32.80%	±4.84%
Total	17,893	4,530	1,023	22.58%	±2.98%

* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

**A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym

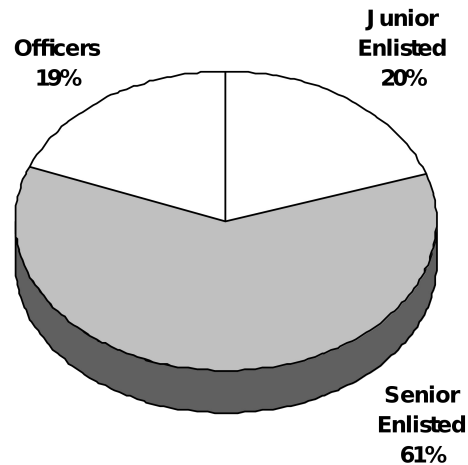
PATRON SAMPLE

Fort Huachuca

RESPONDENT POPULATION SEGMENTS

ACTIVE DUTY

(n = 282)

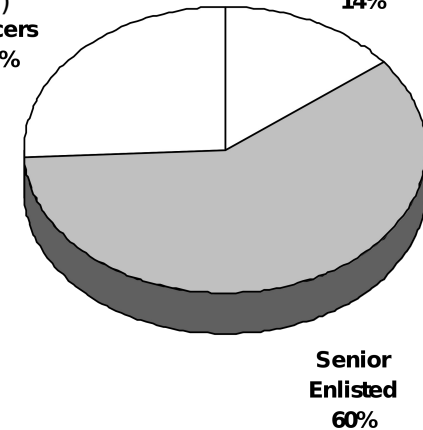


SPOUSES OF ACTIVE DUTY

(n = 132)

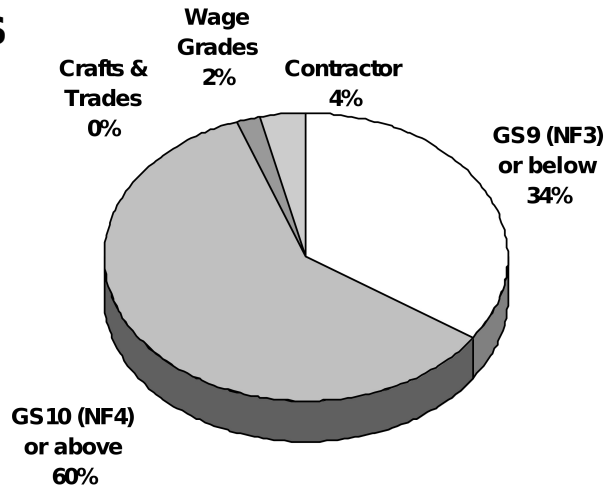
Officers
26%

Junior
Enlisted
14%



CIVILIANS

(n = 198)

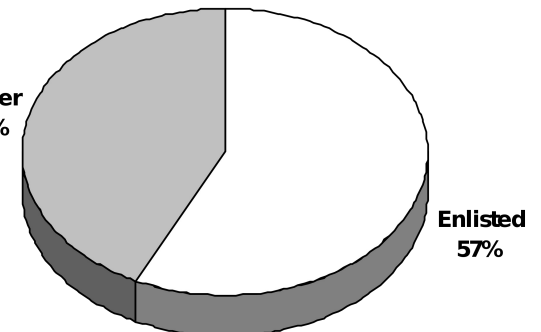


RETIREEES

(n = 304)

Officer
43%

Enlisted
57%



PRODUCTS

Fort Huachuca

▮ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

▮ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

MWR PROGRAMS & FACILITIES: USAGE AT FORT HUACHUCA

Fort Huachuca

MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	43%
Bowling Center	29%
Post Picnic Area	29%
Athletic Fields	29%
ITR – Commercial Travel Agency	29%

LEAST FREQUENTLY USED FACILITIES

BOSS	3%
School Age Services	5%
Bowling Pro Shop	6%
Cabins & Campgrounds	7%
Youth Center	7%

MWR PROGRAMS & FACILITIES: SATISFACTION AT FORT HUACHUCA*

Fort Huachuca

FACILITIES WITH HIGHEST SATISFACTION RATINGS*

ITR – Commercial Travel Agency	4.45
Library	4.11
Bowling Food & Beverage	4.06
Army Lodging	4.05
Fitness Center/Gymnasium	4.04

FACILITIES WITH LOWEST SATISFACTION RATINGS*

Golf Course	3.50
Bowling Pro Shop	3.50
Golf Course Food & Beverage	3.62
Golf Course Pro Shop	3.65
Arts & Crafts Center	3.69

*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

MWR PROGRAMS & FACILITIES: QUALITY AT FORT HUACHUCA*

Fort Huachuca

FACILITIES WITH HIGHEST QUALITY RATINGS*

ITR – Commercial Travel Agency	4.17
Library	4.10
Child Development Center	4.09
School Age Services	4.06
Youth Center	4.00

FACILITIES WITH LOWEST QUALITY RATINGS*

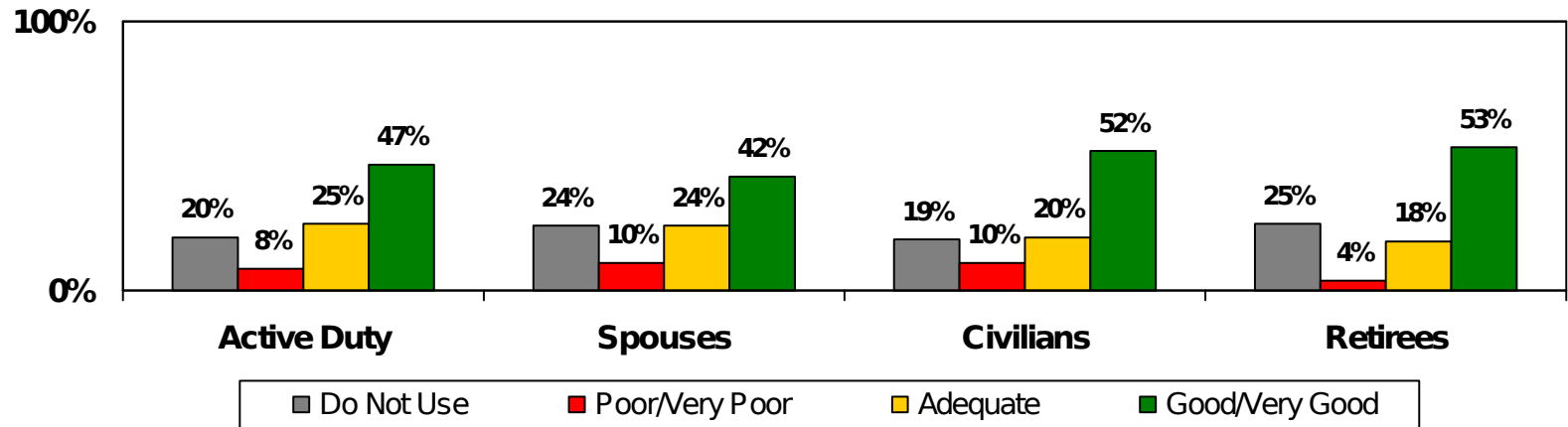
Golf Course	3.53
Golf Course Pro Shop	3.58
Bowling Pro Shop	3.59
Golf Course Food & Beverage	3.59
Multipurpose Sports/Tennis Courts	3.65

*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

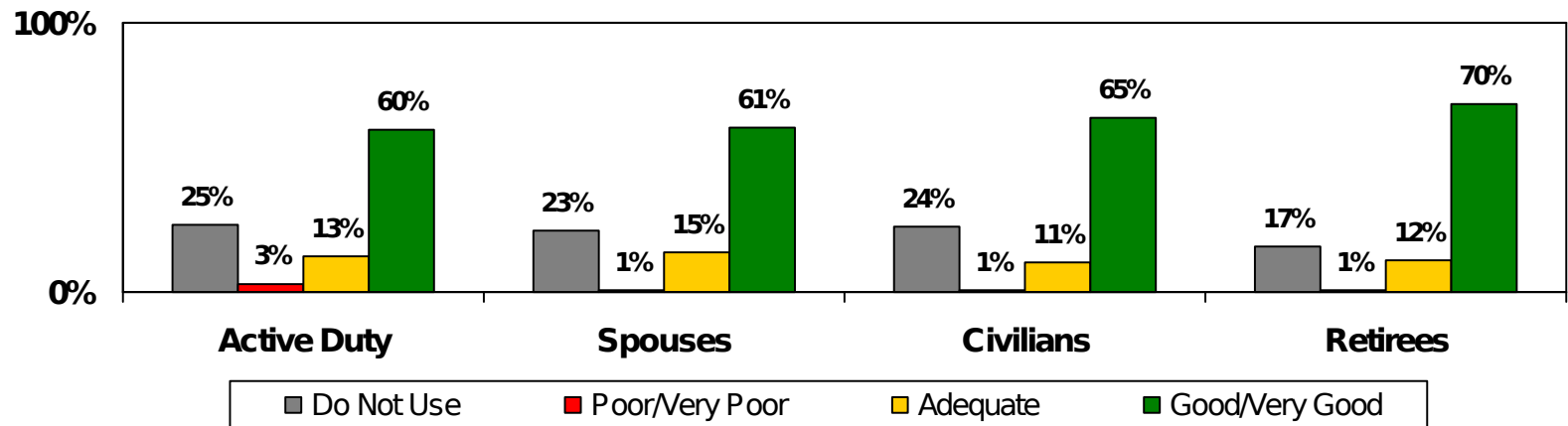
MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Huachuca

Quality of On-Post Services



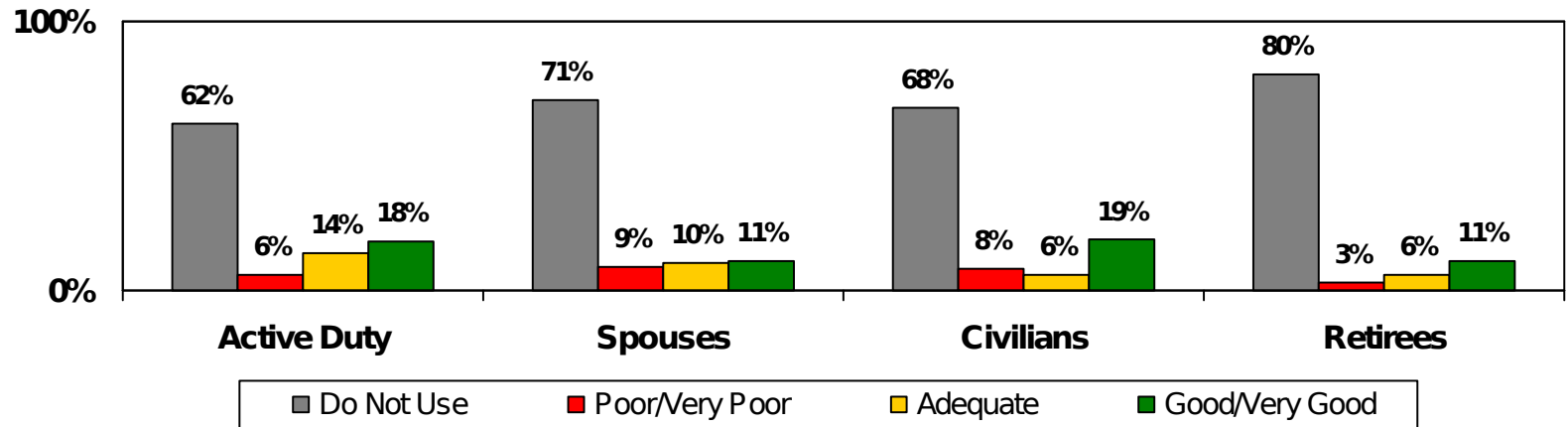
Quality of Off-Post Services



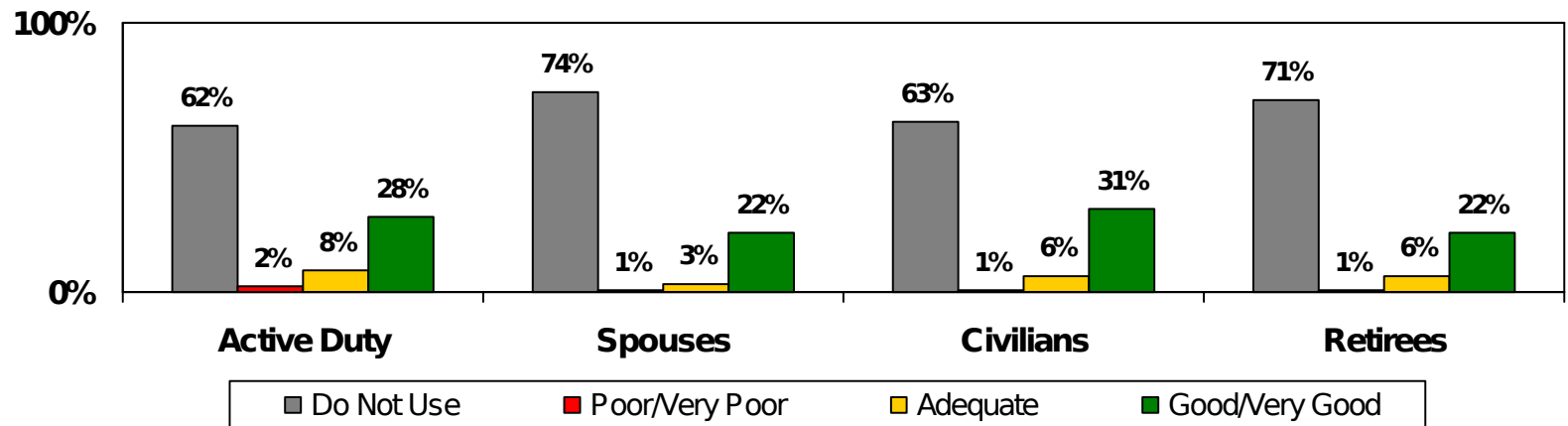
MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Huachuca

Quality of On-Post Services



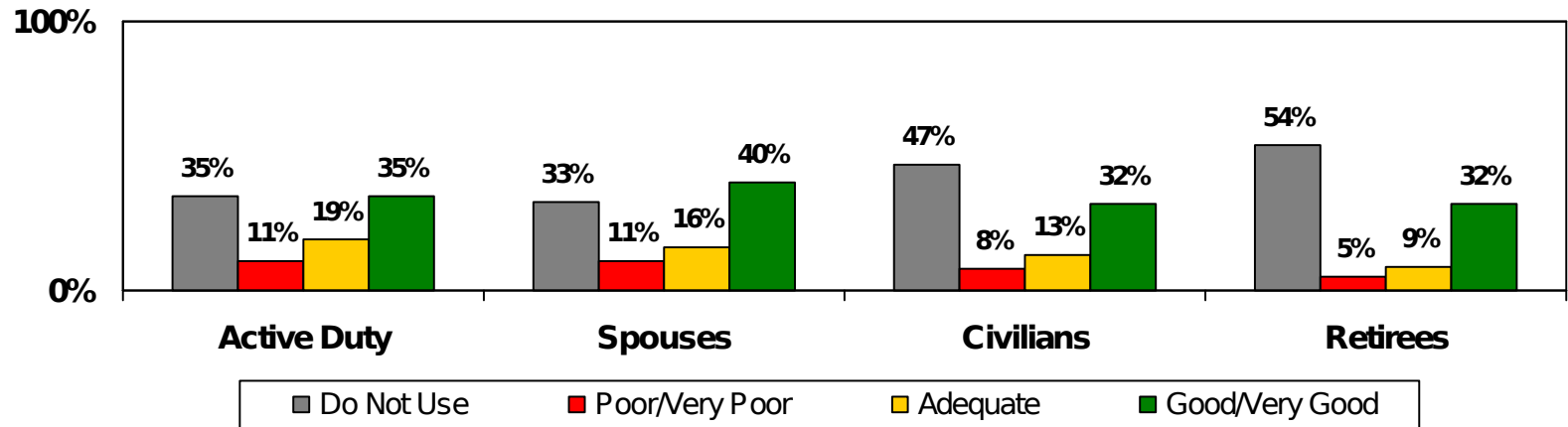
Quality of Off-Post Services



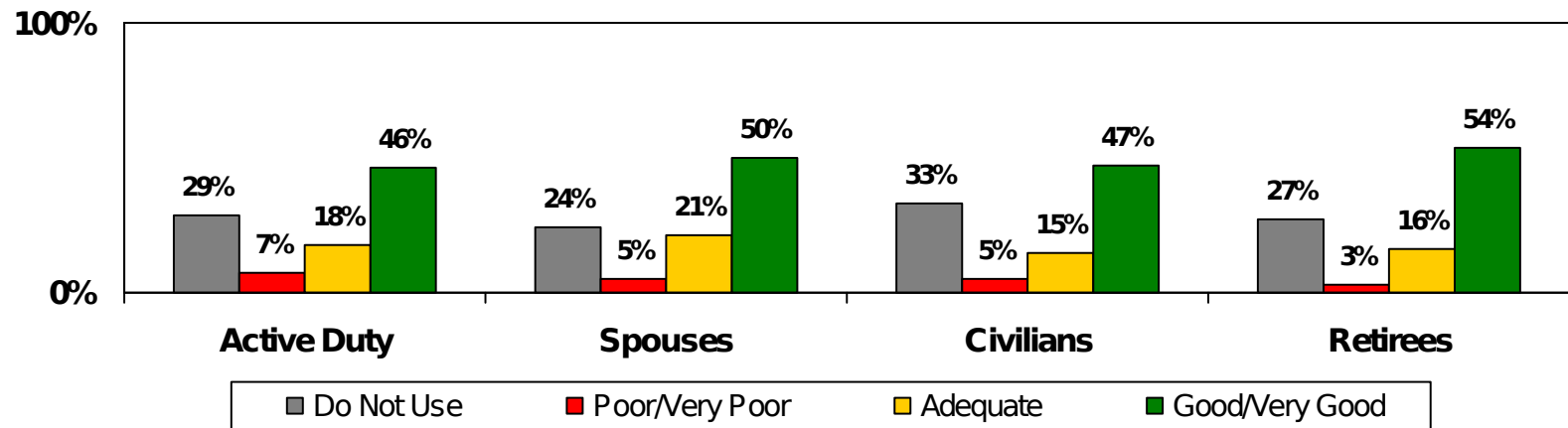
MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Huachuca

Quality of On-Post Services

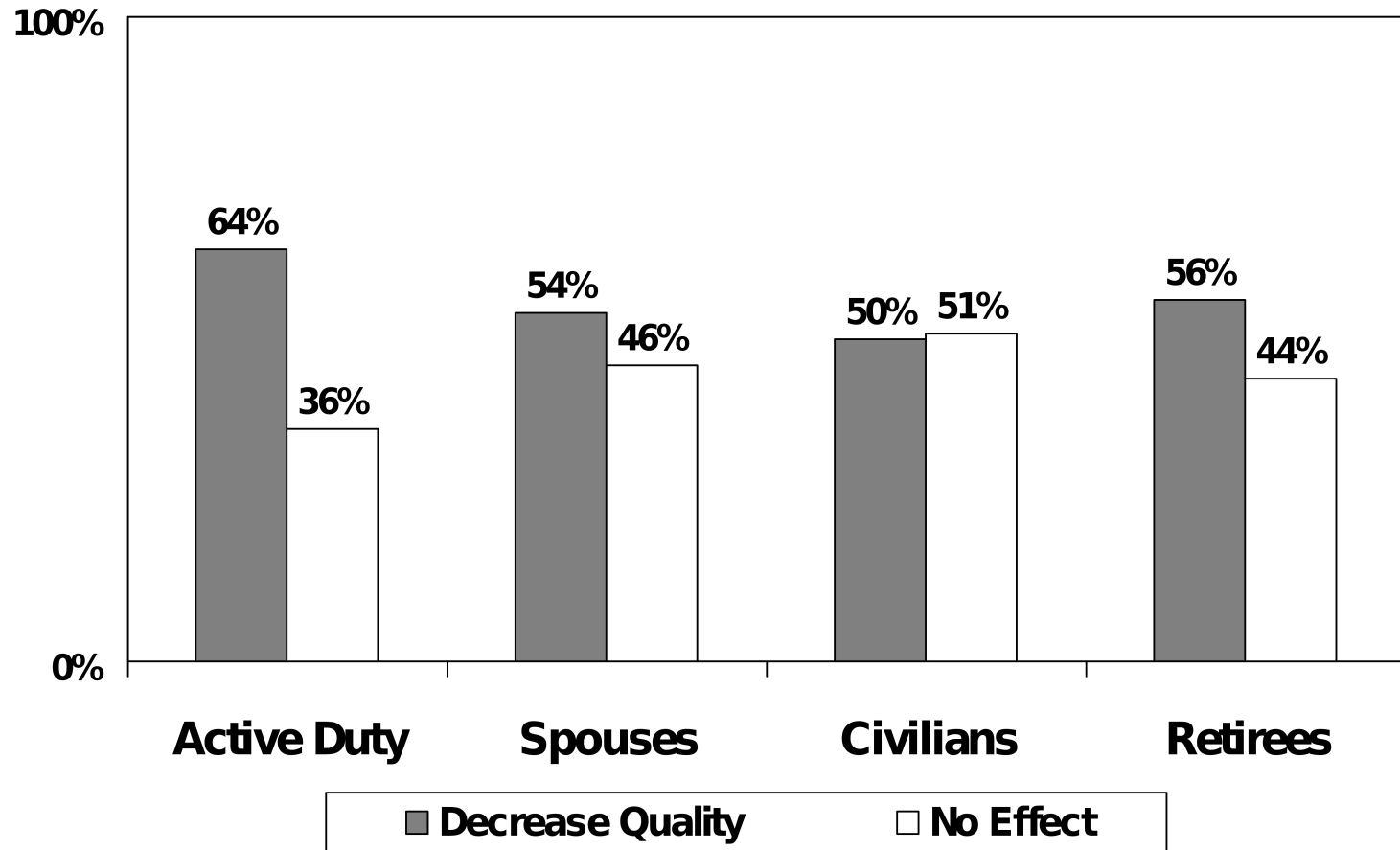


Quality of Off-Post Services



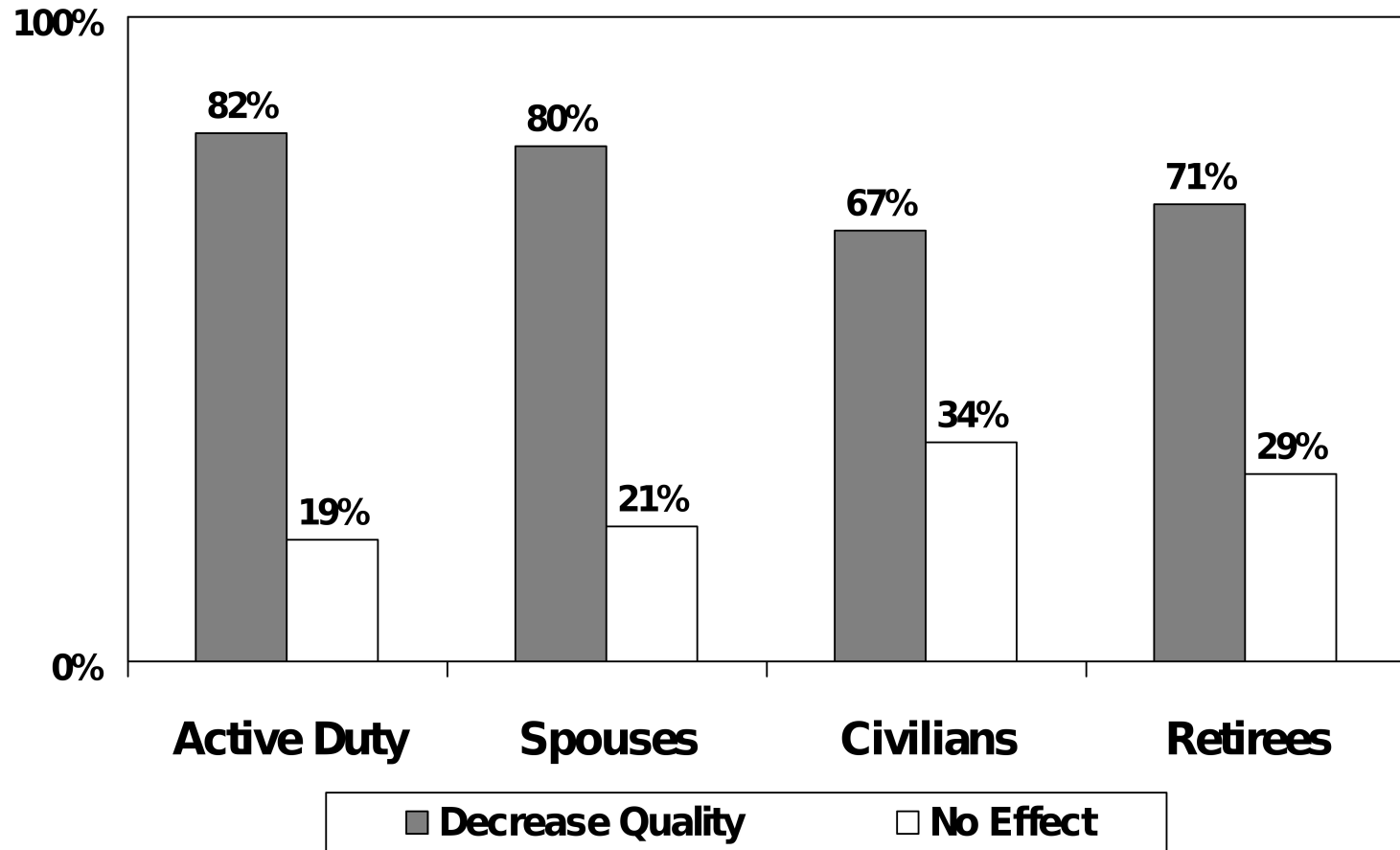
MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Huachuca



MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Huachuca



MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Huachuca

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

Top 7 Activities/Programs

Fitness Center/Gymnasium	73%
Army Lodging	70%
Library	54%
Child Development Center	54%
Youth Center	51%
Athletic Fields	48%
Swimming Pool	41%

RV Park	61%
Car Wash	61%
Golf Course Pro Shop	52%
Bowling Pro Shop	48%
Golf Course Food & Beverage	46%
Arts & Crafts Center	44%
Marina	41%

Bottom 7 Activities/Programs

MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION*

Fort Huachuca

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREEES	TOTAL
Internet	12%	5%	13%	7%	10%
E-mail	20%	12%	37%	13%	23%
Friends and neighbors	24%	45%	34%	34%	32%
Family Readiness Groups (FRGs)	16%	22%	2%	1%	9%
Bulletin boards on post	46%	42%	35%	31%	38%
Post newspaper	41%	67%	56%	66%	55%
MWR publications	24%	20%	28%	21%	24%
Radio	12%	20%	28%	31%	23%
Television	14%	18%	13%	24%	16%
My child(ren) let(s) me know	5%	7%	3%	1%	4%
Other unit members or co-workers	33%	21%	29%	13%	26%
Unit or post commander or supervisor	27%	7%	6%	2%	12%
Marquees/billboards	27%	33%	35%	30%	31%
Flyers	40%	35%	35%	31%	36%
Other	10%	5%	4%	9%	7%
I never hear anything	7%	5%	5%	6%	6%

*The top 3 sources of MWR information are shaded for each patron group and the total population.

MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE*

Fort Huachuca

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	89%	85%
Better Opportunities for Single Soldiers	53%	N/A
Army Community Service	57%	65%
MWR Programs and Services	79%	80%

* Positive = moderate, great or very great extent

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Huachuca

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	56%	85%	15%
Outreach programs	49%	77%	23%
Family Readiness Groups	74%	80%	20%
Relocation Readiness Program	62%	87%	13%
Family Advocacy Program	70%	78%	22%
Crisis intervention	52%	69%	31%
Money management classes, budgeting assistance	63%	79%	21%
Financial counseling, including tax assistance	69%	83%	17%
Consumer information	40%	74%	26%
Employment Readiness Program	50%	77%	23%
Foster child care	29%	75%	25%
Exceptional Family Member Program	67%	82%	18%
Army Family Team Building	59%	76%	24%
Army Family Action Plan	51%	82%	18%

* Percentage of Active Duty users

ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Huachuca

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	60%	95%	5%
Outreach programs	45%	100%	0%
Family Readiness Groups	77%	81%	19%
Relocation Readiness Program	74%	98%	2%
Family Advocacy Program	68%	94%	6%
Crisis intervention	46%	92%	8%
Money management classes, budgeting assistance	61%	81%	19%
Financial counseling, including tax assistance	66%	93%	7%
Consumer information	26%	100%	0%
Employment Readiness Program	51%	83%	17%
Foster child care	24%	100%	0%
Exceptional Family Member Program	64%	85%	15%
Army Family Team Building	59%	88%	13%
Army Family Action Plan	50%	100%	0%

* Percentage of Spouses of Active Duty Member users

ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	51%	42%
Personal job performance/readiness	50%	50%
Unit cohesion and teamwork	54%	46%
Unit readiness	59%	55%
Relationship with my spouse	49%	40%
Relationship with my children	49%	47%
My family's adjustment to Army life	51%	59%
Family preparedness for deployments	53%	60%
Ability to manage my finances	42%	43%
Feeling that I am part of the military community	51%	64%

* Positive = moderate, great or very great extent

CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

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POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	90%	84%
Helps minimize lost duty/work time due to lack of child care/youth services	87%	82%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	80%	52%
Allows me to work outside my home	73%	73%
Allows me to work at home	60%	48%
Offers me an employment opportunity within the CYS program	55%	68%
Allows me/my spouse to better concentrate on my/our job(s)	84%	67%
Provides positive growth and development opportunities for my children	88%	88%

* Positive = moderate, great or very great extent

BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	45%
Personal job performance/readiness	45%
Unit cohesion and teamwork	43%
Unit readiness	48%
Ability to manage my finances	44%
Feeling that I am part of the military community	47%
Relationship with my children (single parents)	52%
My family's adjustment to Army life (single parents)	51%
Family preparedness for deployments (single parents)	50%

* Positive = moderate, great or very great extent

LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Huachuca

Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	64%
Entertaining guests at home	58%
Internet access/applications (home)	54%
Going to movie theaters	53%
Walking	39%
Special family events	35%
Gardening	34%
Digital photography	31%
Happy hour/social hour	30%
Camping/hiking/backpacking	30%

Top 5 for Spouses of Active Duty

Entertaining guests at home	75%
Going to movie theaters	74%
Internet access/applications (home)	65%
Watching TV, videotapes, and DVDs	64%
Special family events	60%

Top 5 for Civilians

Watching TV, videotapes, and DVDs	71%
Entertaining guests at home	57%
Internet access/applications (home)	56%
Going to movie theaters	50%
Walking	42%

Top 5 for Active Duty

Watching TV, videotapes, and DVDs	52%
Entertaining guests at home	50%
Going to movie theaters	47%
Internet access/applications (home)	46%
Night clubs/lounges	36%

Top 5 for Retirees

Watching TV, videotapes, and DVDs	76%
Entertaining guests at home	62%
Internet access/applications (home)	59%
Walking	59%
Going to movie theaters	49%

LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Huachuca

Team Sports

Basketball	12%
Softball	11%
Soccer	8%
Touch/flag football	7%
Volleyball	7%

Outdoor Recreation

Camping/hiking/backpacking	30%
Picnicking	28%
Going to beaches/lakes	23%
Bicycle riding/mountain biking	22%
Horseback riding	13%

Social

Entertaining guests at home	58%
Special family events	35%
Happy hour/social hour	30%
Night clubs/lounges	27%
Dancing	23%

Sports and Fitness

Walking	39%
Cardiovascular equipment	28%
Running/jogging	23%
Weight/strength training	23%
Bowling	18%

Entertainment

Watching TV, videotapes, and DVDs	64%
Going to movie theaters	53%
Festivals/events	28%
Plays/shows/concerts	24%
Attending sports events	23%

Special Interests

Internet access/applications (home)	54%
Gardening	34%
Digital photography	31%
Automotive detailing/washing	27%
Computer games	26%

LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	25%	N/A	25%
Internet access (library)	19%	N/A	19%
Reference/research services	18%	N/A	18%
Cardiovascular equipment	17%	10%	28%
Bowling	16%	2%	18%
Multimedia (videos, DVDs, CDs)	15%	N/A	15%
Study/self development	14%	N/A	14%

*Top 7 leisure activity preferences ranked by on-post participation.

LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION*

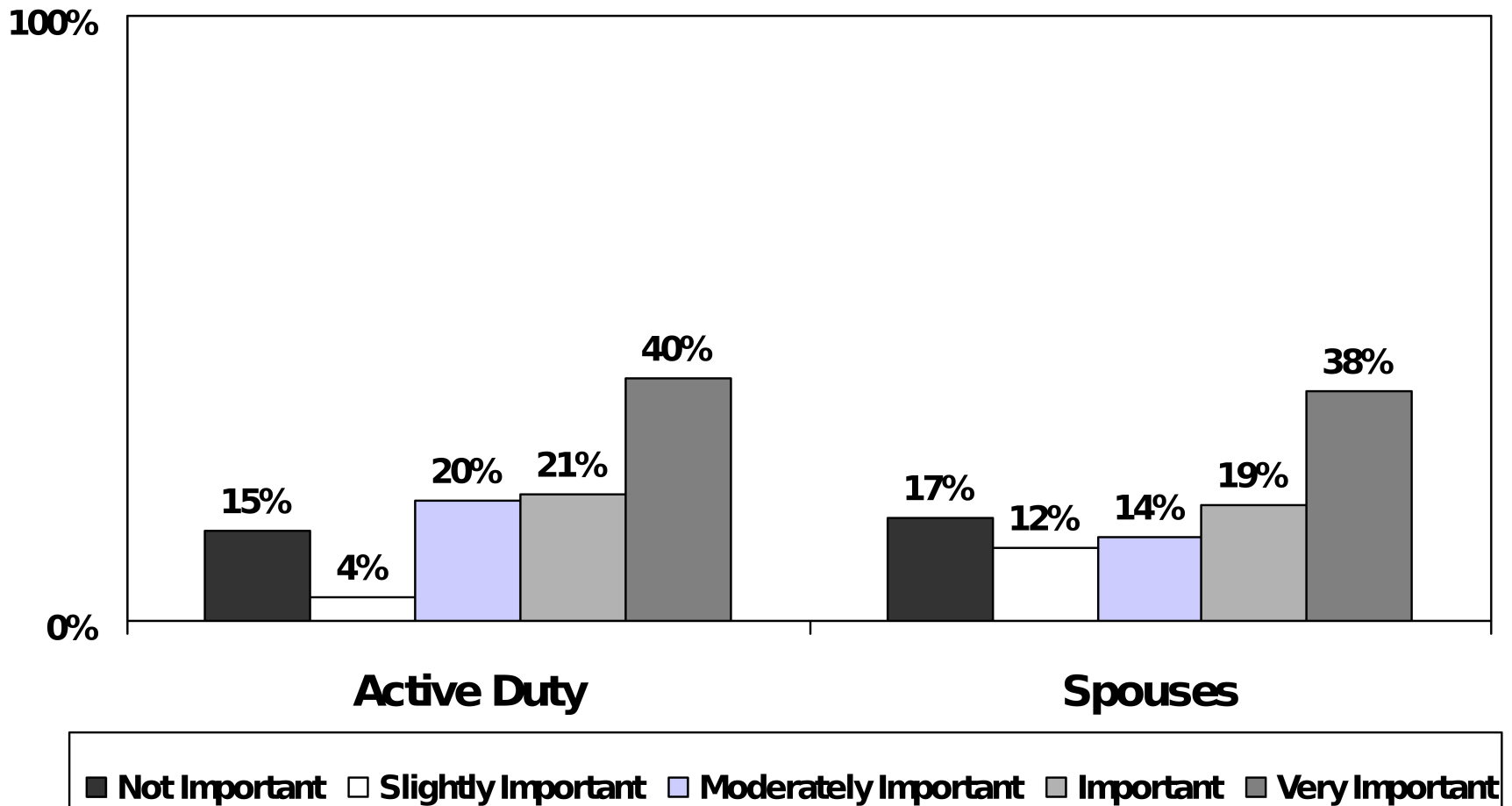
Fort Huachuca

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	4%	3%	48%	54%
Gardening	1%	1%	31%	34%
Digital photography	2%	7%	23%	31%
Automotive detailing/washing	1%	12%	15%	27%
Computer games	1%	2%	24%	26%
Automotive maintenance & repair	3%	9%	13%	25%
Trips/touring	1%	15%	0%	16%

*Top 7 special interest activity preferences ranked by overall participation.

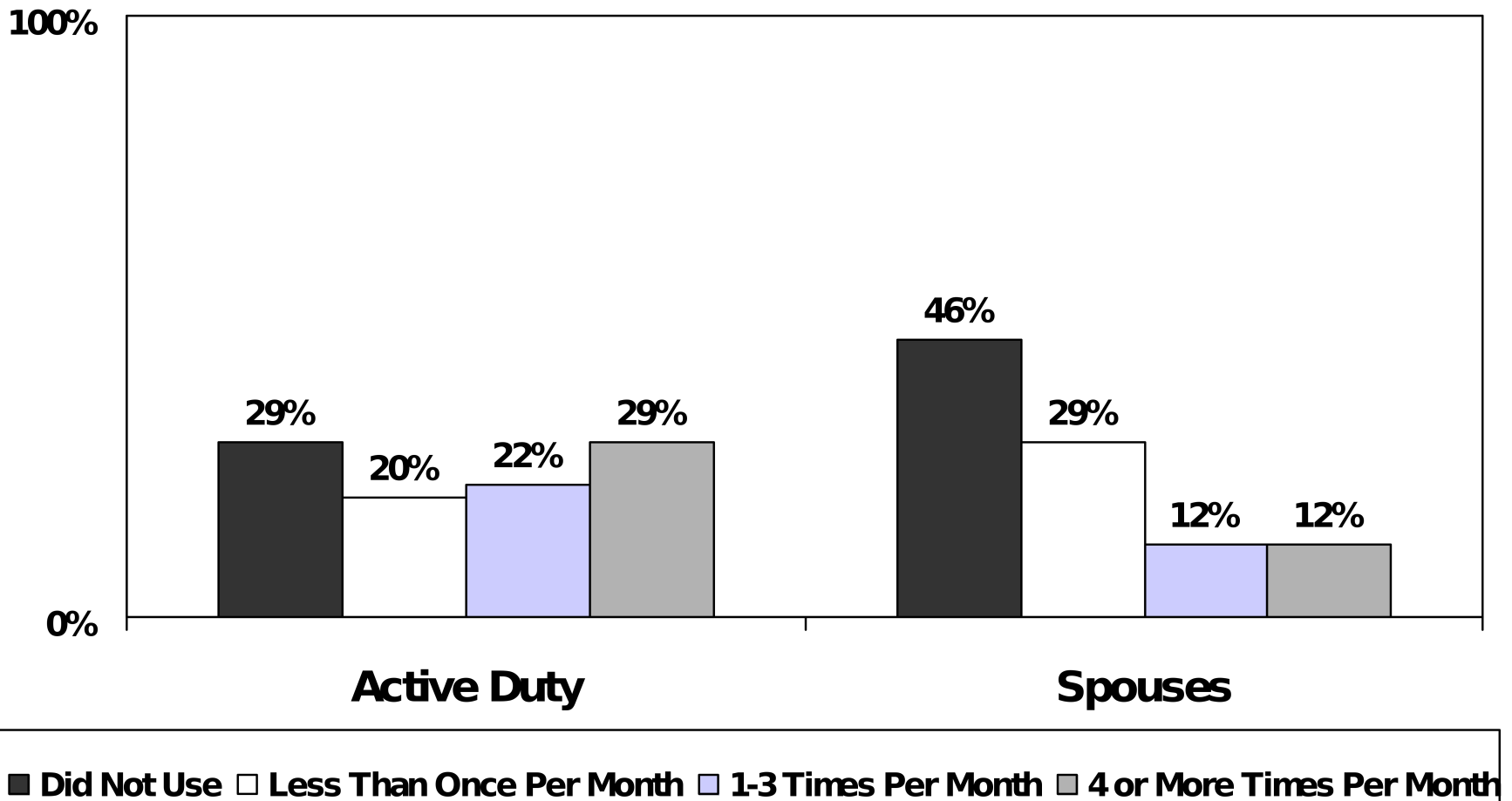
DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Huachuca



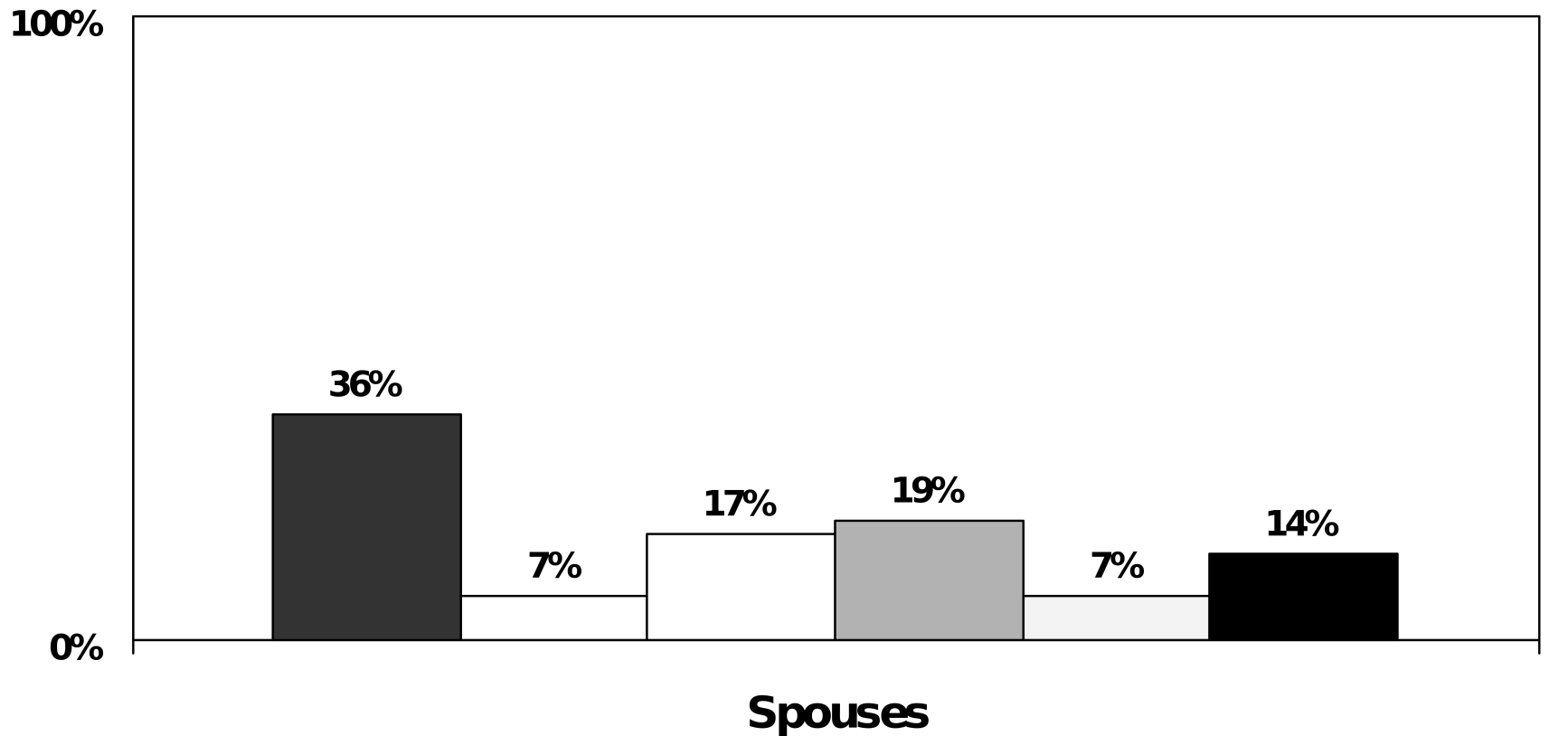
DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME INSTALLATION

Fort Huachuca



DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

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■ Did Not Use □ Much Less □ Somewhat Less ■ About the Same □ Somewhat More ■ Much More

CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	15%
Probably will not make military a career	11%
Undecided	19%
Probably will make military a career	16%
Definitely will make military a career	39%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	12%
Not Sure	22%
Yes	66%

NEXT STEPS

Fort Huachuca

▮ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

▮ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)